

4	3	2	1	0		<u>FOCUS</u>
						Introduces a sharp distinct controlling point about a single topic
						<i>Objective statement present</i>
						Creates evident awareness of task
						<i>Objective statement appropriate to task</i>
						<i>Content appropriate and consistent with objective and task</i>
						<i>Content appropriate and consistent with headings</i>
						Delineates evident awareness of audience
4	3	2	1	0		<u>CONTENT</u>
						Provides substantial, relevant and illustrative content
						<i>Appropriate content</i>
						Well chosen, supportive details
						Thorough elaboration
						<i>Sufficient explanation for reader's understanding</i>
						Effectively presented information
						<i>Appropriate headings</i>
						<i>concise, yet informative wording</i>
						<i>utilizes action verbs</i>
						Demonstrates clear understanding of purpose
						<i>Appropriate content</i>
						<i>First Last name</i>
						<i>Contact information</i>
						<i>appropriate e-mail address</i>
4	3	2	1	0		<u>ORGANIZATION</u>
						Utilizes effective organizational strategies and structures
						<i>1 page preferred, 2 pages acceptable</i>
						<i>Appropriate resume format</i>
						<i>Information is easy to navigate and find</i>
						Presented in logical order
						<i>reverse chronology - most recent first</i>
						<i>lead with strengths</i>
						Includes transitions ? (Headings)
						Develops a controlling idea
						<i>Structure appropriate and consistent with objective and task</i>
4	3	2	1	0		<u>STYLE</u>
						(3) Creates a consistent and effective tone
						<i>visually appealing</i>
						<i>appropriate paper</i>
						(2) Utilizes precise stylistic techniques
						<i>Information and spacing appropriately balanced</i>
						<i>Appropriate and beneficial formatting:</i>
						<i>spacing, bold, italics, underlining, bullets (NOT ALL)</i>
						<i>Appropriate font type and size</i>
						(1) Displays precise control of language
						<i>Concise vocabulary with depth in meaning - illustrative</i>
4	3	2	1	0		<u>CONVENTIONS</u>
						NO ERRORS in grammar, NO ERRORS in usage,
						NO ERRORS in spelling, NO ERRORS in punctuation
						NO use of " I "
						<i>FEW, if any, sentences</i>

